



**CHARLES MANN**  
TRAINING & CONSULTANCY

# Effective Email Marketing

Create Powerful and Effective Email Campaigns

One Day Training Course



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## Course Outline

Email Marketing is one of the most cost effective and powerful forms of online digital marketing and often forms the core of corporate marketing strategies. When managed properly, email marketing can be an effective method of promoting products and services, as well as effectively engaging with customers and clients. It is inexpensive, reliable, measureable and the return on investment (ROI) can be very high.

But it's getting harder and harder to capture the attention of email subscribers and to engage with them effectively. It is also becoming difficult to conduct campaigns without damaging your brand, especially as recipients are now more wary of SPAM marketing and online fraud.

Our new fully-revised Email Marketing training course, also known as EDM (Email Direct Marketing), has been designed to help you make substantial improvements to your email blasting campaigns. By taking you through the fundamental principles behind email marketing strategies, you will gain an impressive insight into this advertising medium and will be able to confidently deploy and manage effective campaigns.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

## Course Benefits

Following this course, you will understand how to:

- Effectively plan your email marketing campaigns
- Stay within SPAM guidelines when broadcasting emails
- Create a strategy to build segmented target lists
- Improve your inbox deliverability success rates
- Interpret campaign metrics and make continuous improvements
- Learn about landing pages and best practice guidelines
- Create HTML emails using best practice design and development guidelines
- Test your email HTML across different email readers and service providers
- Plan for future developments and innovations in email marketing

## Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

## Previous Clients



## Course Programme

- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Choosing your metrics
- Setting your budgets
- Email marketing essentials
- Conducting a competitive analysis
- Planning and delivering email campaigns
- Emailing for customer acquisition and retention
- Customer acquisition methods - on and offline
- Encouraging web visitors to subscribe
- Crafting effective registration processes
- Customer retention strategies
- Choosing frequency schedules
- Creating effective email campaigns
- Building trust with subscribers
- Developing engaging content
- Improving the value offering of your emails
- Planning for Viral and Social Media Marketing
- HTML email design and technology
- Branding your design
- Working with email templates
- Choosing colours and fonts
- Thinking about navigation
- Designing for the preview pane
- Designing for 'Above the Fold'
- Improving scannability
- Using links intelligently
- Short vs long copy
- Thinking about subject lines and from fields
- HTML email development
- HTML vs text emails
- Email reader compatibility and testing
- Improving inbox deliverability
- Avoid looking like a spammer
- Improving list quality
- Removing non-responsive emails
- How to minimise unsubscribes and complaints
- Campaign measurement and making on-going improvements
- Understanding conversion and performance metrics
- Tracking landing pages
- Reducing abandonment and bounce rates
- Structured approaches to testing
- A/B and Multivariate testing
- Analysing test results
- The future of email marketing
- Social Media - the death of email?

## Course Trainer

### Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

## Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

# Registration Form



## EFFECTIVE EMAIL MARKETING Create Powerful and Effective Email Campaigns

**COURSE FEES: RM950 per delegate - Early Bird** (RM1250 Standard Price)



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
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<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>WEBSITE:</b>	

- SELECT DATE:**
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|---|---|---|
| <input type="checkbox"/> Tues 15th Jan 2019 | <input type="checkbox"/> Tues 14th May 2019 | <input type="checkbox"/> Tues 10th Sep 2019 |
| <input type="checkbox"/> Tues 19th Feb 2019 | <input type="checkbox"/> Tues 25th Jun 2019 | <input type="checkbox"/> Tues 15th Oct 2019 |
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| <input type="checkbox"/> Tues 9th Apr 2019  | <input type="checkbox"/> Tues 20th Aug 2019 | <input type="checkbox"/> Tues 10th Dec 2019 |

	<b>FULL NAME</b>	<b>JOB TITLE</b>	<b>EMAIL</b>
<b>ATTENDEE 1:</b>			
<b>ATTENDEE 2:</b>			
<b>ATTENDEE 3:</b>			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

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